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Aston Martin Vulcan promises exclusivity with high price and low count

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Aston Martin Vulcan

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British automaker Aston Martin is cementing its exclusivity and service credentials with a limited-run vehicle and accompanying experience.

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Owners of the new Aston Martin Vulcan, revealed at last year's Geneva Motor Show, will partake in a three-year driver experience program giving them passenger-side training at different racetracks around the world. The initiative will both position Aston Martin as an exclusive brand and showcase its dedication to its fans, which will learn the tricks of the trade that will maximize their value's investment.

The Aston Martin Vulcan is the culmination of our global motorsport experience," said Matthew Clarke, public relations and brand communications manager of [Aston Martin](#), Americas. "It is a track-only supercar limited to a production run of 24 that produces some 820bhp and was engineering exclusively for extreme performance on the race track.

"In keeping with the rather special nature of the car we wanted to offer a very unique ownership experience, part of which you are now seeing with events such as that in Abu Dhabi," he said. "Our customers receive tuition in our road cars and then our Vantage GT4 race car before driving the Vulcan as we look to allow those customers to fully realize the Aston Martin Vulcan performance and drive it the way it was intended."

Pedal to the metal

Just 24 Aston Martin Vulcans will be sold to consumers, making it one of the world's most exclusive vehicles. Accordingly, it will cost a hefty \$2.3 million.

Those 24 purchasers will receive instruction from the brand's professionals, giving them both an experience of a lifetime and the skills they need to make the most out of the rare supercar.

The Aston Martin Vulcan is designed exclusively for the track. The vehicle houses a 7.0-liter V12 engine and 820 bhp. According to the brand, the vehicle can accelerate to 60 mph from a full stop in less than three seconds and can surpass 200 mph.

The three-year driver experience program kicked off early this February in Abu Dhabi, United Arab Emirates. After first being instructed in the V12 Vantage S road car and the Vantage GT4 race car, the lucky few were taken to the

Formula 1 circuit in their own Vulcan.



Aston Martin Vulcans on the race track

Passenger-side instructions were given on every lap and consumers and consumers' skills were tested day and night in a variety of atmospheric conditions. Training will continue over a period of three years.

"Aston Martin Vulcan is a very special car and that is why we have developed a unique ownership program," said David King, Aston Martin's director of special projects and motorsport, in a statement. "This includes specialist training so customers can drive it in the way it was intended. It has been great to see the first customer's reactions after unleashing their very own Aston Martin Vulcan on the Grand Prix circuit here in Abu Dhabi."

The Vulcan's price tag and limited production will help Aston Martin maintain an image of exclusivity. The chance for instruction and the extended driving program, meanwhile, address a shift in consumer desires from products to experiences.



Aston Martin Vulcan

As a \$2.3 million track car, the Vulcan will appeal only to a small group of collectors, but with the opportunity for training in a variety of different markets, consumers are buying not just the car but also opportunities that cannot be replicated.

Test drive

Although a number of automakers do offer instructed driving for their vehicles, these are often methods of testing out the range rather than being directly tied to the purchase.

For example, Italian automaker Maserati is demonstrating the snow-friendly properties of its Q4 all-wheel drive system with a limited engagement in Aspen, CO.

From Feb. 11-20, consumers will be able to test-drive the brand's all-wheel drive sedans, the Quattroporte and the Ghibli, in the mountainous ski town from a number of local resorts. While automakers may tout their vehicles' handling in snowy conditions, nothing is as convincing for a potential customer as experiencing a feature in action ([see story](#)).

Aston Martin, meanwhile, has recently enticed consumers with the promise of travel in more direct ways.

The automaker is also offering adventurous consumers a taste of elegance with a trio of travel package options.

Alongside travel retailer Elegant Resorts, the automaker is offering a once-in-a-lifetime opportunity to tour Scotland, England and Italy in one of its sports cars. Such offerings are gaining popularity within the automotive sector because they introduce the brand to travelers and create ties to less tangible experiences ([see story](#)).

"As well as exploring performance potential, [Aston Martin's] events also afford customers from around the world the opportunity to meet one another and we trust, have fun," Mr. Clarke said.

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